

ADV # _____ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K St NW, SALES PRSN WA- MEGHAN MCGARR (H)
 WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 6283048 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA 4 AMER *SKED C EST#1617 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG18/12 AUG31/12 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG27/12 10.19

REP: MAKEGOOD
 LN 24 ADDED
 \$4000 ADDED FROM HLIN #6272557
 NEW TTL \$98,550
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ALL INVOICES ARE TO BE SENT TO:
 GREER MARGOLIS
 ACCOUNTING
 1010 WISCONSIN AVENUE NW
 SUITE 800
 WASHINGTON, DC 20007
 OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
24	A		800P-900P	30		\$4,000.00	8/29	8/29	1		WED	1
AGENCY ADVERTISER CODE = 95 AGENCY PRODUCT CODE = 101 AGENCY EST# = 1617 PROGRAM : AMERICAS GOT TALENT CON COM1 : AMERICAS GOT TALENT												



REP HEADLINE# 0283048 TRF# E:120816
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP AUG27/12 10.19
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:

AUG/12			59075.00			SEP/12		39475.00				
CONTRACT TOTAL 98550.00												
TOTAL SPOTS 106												

MARKET TOTALS \$402,900 WFLA 23% WFTS 18% WTSP 23% WTVT 27% WTOG 1% WTTA 4% WMOR 2%
WMOX 0% WXPX 0% WWSB 2% CABL 0%

SHARES ACCURATE

SVC- NSI BOOKS- JUL/PJ
DEMOS- RTG*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 756 Issue 5



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	98550	Campaign Ref:	E:120816132
Buyer:		Client/Product/Estimate:	95 /101 /1617	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 09/02/12	Weeks:	3	Order Ref:	06283048
Est./PO Number:	06283048	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama 4 Amer *Sked C	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	08/27	Total	Cost
1	M-F 1p Days Of Our Lives MTWTF..	03	425	30 Comme	Nbr of Spots	5	5	10	4250
2	M-F 11a Daytime MTWTF..	02	200	30 Comme	Nbr of Spots	5	5	10	2000
3	M-F 2p Rachael Ray MTWTF..	03	250	30 Comme	Nbr of Spots	5	5	10	2500
4	M-F 4p Dr Oz MTWTF..	03	650	30 Comme	Nbr of Spots	5	5	10	6500
5	M-Th, Su 430a News MTWTF..	02	65	30 Comme	Nbr of Spots	4	4	8	520
6	M-F 5a News MTWTF..	01	300	30 Comme	Nbr of Spots	5	5	10	3000
7	M-F 530a News MTWTF..	01	625	30 Comme	Nbr of Spots	5	5	10	6250
8	M-F 530p News MTWTF..	03	1000	30 Comme	Nbr of Spots	3	3	6	6000
Weekly Totals: Total Spots(Ord Spots)					5	58	48	106	
Closed PR								5	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 756 Issue 5



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	98550	Campaign Ref:	E:120816132
Buyer:	...	Client/Product/Estimate:	95 / 101 / 1617	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 09/02/12	Weeks:	3	Order Ref:	06283048
Est./PO Number:	06283048	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	08/27	Total	Cost
9	M-F 6p News MTWTF..	02	2000	30 Comme	Nbr of Spots	2	2	4	8000
10	M-F 6a News MTWTF..	02	1000	30 Comme	Nbr of Spots	2	2	4	4000
11	M-F 7p News MTWTF..	01	2200	30 Comme	Nbr of Spots	1	1	2	4400
12	M-F 7a Today Show MTWTF..	01	2000	30 Comme	Nbr of Spots	2	2	4	8000
13	M-F 730p Entertainment Tonight MTWTF..	02	1850	30 Comme	Nbr of Spots	2	2	4	7400
14	Mon 9p ET / 8p CT Stars Earn Stripes M.....	02	4000	30 Comme	Nbr of Spots	1	1	2	8000
15	Sat 12p NewsS.	02	200	30 Comme	Nbr of Spots	1		1	200
16	Sat 6p NewsS.	02	900	30 Comme	Nbr of Spots	1		1	900
17	Sun 6p NewsS	02	1000	30 Comme	Nbr of Spots	1		1	1000
18	Sun 8a Today Show	02	700	30	Nbr of Spots	1		1	700
Weekly Totals:					Total Spots(Ord Spots)	58	48	106	
Closed PR						5		5	

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 Washington DC 20007

Barack Obama/ D/ President
 Submission Number 756 Issue 5



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 98550	Campaign Ref: E:120816132
Buyer: ..	Client/Product/Estimate: 95 /101 /1617	Sales Rep: HRP Washington, DC
Schedule Dates: 08/13/12 to 09/02/12	Weeks: 3	Order Ref: 06283048
Est./PO Number: 06283048	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	08/13	08/20	08/27	Total	Cost
19	M-Th, Su 430a NewsS	02	65	30 Comme	Closed PR Nbr of Spots Nbr of Spots Closed PR	1	1		1	700 65 65
20	M-Th, Su 430a News .TWTF..	02	65	30 Comme	Nbr of Spots		1		1	65
21	Wed 8p ET / 7p CT Americas Got Talent ..W....	02	4000	30 Comme	Nbr of Spots		1		1	4000
22	Wed 9p ET / 8p CT Americas Got Talent ..W....	02	15000	30 Comme	Nbr of Spots		1		1	15000
23	M-F 4p Dr Oz ..WTF..	03	650	30 Comme	Nbr of Spots		2		2	1300
24	M-F 530a News ..WTF..	01	500	30 Comme	Nbr of Spots		1		1	500
25	Wed 8p ET / 7p CT Americas Got Talent ..W....	02	4000	30 Comme	Nbr of Spots			1	1	4000
Weekly Totals:										
Total Spots(Ord Spots)										
Closed PR						5	58	48	106	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
15	Sat 12p News	:30 Commercial	08/13/12	Closed Pre Emption	200.00	No Makegood / Credit	0000000000	E:120816132
16	Sat 6p News	:30 Commercial	08/13/12	Closed Pre Emption	900.00	No Makegood / Credit	0000000000	E:120816132
17	Sun 6p News	:30 Commercial	08/13/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120816132
18	Sun 8a Today Show	:30 Commercial	08/13/12	Closed Pre Emption	700.00	No Makegood / Credit	0000000000	E:120816132
19	M-Th, Su 430a News	:30 Commercial	08/13/12	Closed Pre Emption	65.00	No Makegood / Credit	0000000000	E:120816132

Grand Totals

		Month 8 Weeks: 4		Month 9 Weeks: 5	
Totals		08/13	08/20	08/27	
Spots	106	0	58		48
Cost	98550	0	59140		39410

Grand Totals:

Spots:	106
Gross Total:	98,550.00
Commission:	14,782.50
Net Total:	83,767.50

ADV # _____ ADV. NAME POLI/B OBAMA/D/PRE/US
 AGY # _____ AGY. NAME GREER, MARGOLIS, MITCHELL
 3050 K ST NW,
 WASHINGTON, DC 20007

REP. # _____ OFF. # _____ SALESMAN # _____
 BUYER NAME KATIE KEULEMAN
 SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # _____ CONTRACT # 6283048
 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA 4 AMER *SKED C EST#1617 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG18/12 AUG31/12 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG20/12 16.22

REP: MAKEGOOD/REVISION
 SPOTS CANCELED ON LN'S 15-19
 LN'S 19-23 ADDED AS MG'S
 TIME CHANGE LN 2
 IN 14 SUBJECT CHANGE
 TTL SAME
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ALL INVOICES ARE TO BE SENT TO:
 GREER MARGOLIS
 ACCOUNTING
 1010 WISCONSIN AVENUE NW
 SUITE 800
 WASHINGTON, DC 20007
 OBAMA FOR AMERICA

9/21/30

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2	T		1100A-1200N	30		\$200.00	8/20	8/31	5		M-F	10
AGENCY ADVERTISER CODE = 95 AGENCY PRODUCT CODE = 101 AGENCY EST# = 1617 PROGRAM : DAYTIME CON COM1 : DAYTIME												

8122/12 FCC (CS)

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14	NE		500P-1000P	30		\$4,000.00	8/20	8/27	1		MON	2
PROGRAM : STARS EARN STRIPES												
CON COM1: STARS EARN STRIPES												
15	ES		1200N-100P	30		\$200.00	8/18	8/18	0		SAT	0
15	ES		1200N-100P	30		\$200.00	8/25	8/25	1		SAT	1
PROGRAM : NEWSCHANNEL 8 @ 12N												
CON COM1: NEWSCHANNEL 8 @ 12N												
16	ES		600P-630P	30		\$900.00	8/18	8/18	0		SAT	0
16	ES		600P-630P	30		\$900.00	8/25	8/25	1		SAT	1
PROGRAM : NEWSCHANNEL 8												
CON COM1: NEWSCHANNEL 8												
17	ES		600P-630P	30		\$1,000.00	8/19	8/19	0		SUN	0
17	ES		600P-630P	30		\$1,000.00	8/26	8/26	1		SUN	1
PROGRAM : NEWSCHANNEL 8												
CON COM1: NEWSCHANNEL 8												
18	ES		800A-900A	30		\$700.00	8/19	8/19	0		SUN	0
18	ES		800A-900A	30		\$700.00	8/26	8/26	1		SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1: SUNDAY TODAY												
19	S		900P-1100P	30		\$4,500.00	8/19	8/26	0		SUN	0
PROGRAM : AMERICAS TALENT												
CON COM1: AMERICAS TALENT												
20	A		800P-900P	30		\$4,000.00	8/22	8/22	1		WED	1
PROGRAM : AMERICAS TALENT												
CON COM1: AMERICAS TALENT												
21	A		900P-1000P	30		15000.00	8/22	8/22	1		WED	1
PROGRAM : AMERICAS TALENT												
CON COM1: AMERICAS TALENT												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22	A		400P-500P	30		\$650.00	8/22	8/24	2		W-F	2
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
23	A		530A-600A	30		\$500.00	8/22	8/24	1		W-F	1
PROGRAM : 530A NEWS												
CON COM1: 530A NEWS												
AUG/12			59075.00	SEP/12		35475.00						
CONTRACT TOTAL												94550.00
TOTAL SPOTS												105

MARKET TOTALS \$402,900 WFLA 23% WFTS 18% WTSP 23% WTVT 27% WTOG 1% WTTA 4% WMOR 2%
 WMOX 0% WXPX 0% WWSB 2% CABL 0%

SHARES ACCURATE

SVC- NSI BOOKS- JUL/PJ
 DEMOS- RTG

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 745 Issue 4



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 94550	Campaign Ref: E:120816132
Buyer: ..	Client/Product/Estimate: 95 /101 /1617	Sales Rep: HRP Washington, DC
Schedule Dates: 08/13/12 to 09/02/12	Weeks: 3	Order Ref: 06283048
Est./PO Number: 06283048	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama 4 Amer *Sked C	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	08/27	Total	Cost
1	M-F 1p Days Of Our Lives MTWTF..	03	425	30 Comme	Nbr of Spots	5	5	10	4250
2	M-F 11a Daytime MTWTF..	02	200	30 Comme	Nbr of Spots	5	5	10	2000
3	M-F 2p Rachael Ray MTWTF..	03	250	30 Comme	Nbr of Spots	5	5	10	2500
4	M-F 4p Dr Oz MTWTF..	03	650	30 Comme	Nbr of Spots	5	5	10	6500
5	M-Th, Su 430a News MTWTF..	02	65	30 Comme	Nbr of Spots	4	4	8	520
6	M-F 5a News MTWTF..	01	300	30 Comme	Nbr of Spots	5	5	10	3000
7	M-F 530a News MTWTF..	01	625	30 Comme	Nbr of Spots	5	5	10	6250
8	M-F 530p News MTWTF..	03	1000	30 Comme	Nbr of Spots	3	3	6	6000
Weekly Totals: Total Spots(Ord Spots)					5	58	47	105	
Closed PR					5			5	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 745 Issue 4



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 94550	Campaign Ref: E:120816132
Buyer:	Client/Product/Estimate: 95 / 01 / 1617	Sales Rep: HRP Washington, DC
Schedule Dates: 08/13/12 to 09/02/12	Weeks: 3	Order Ref: 06283048
Est./PO Number: 06283048	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	08/27	Total	Cost
9	M-F 6p News MTWTF..	02	2000	30 Comme	Nbr of Spots	2	2	4	8000
10	M-F 6a News MTWTF..	02	1000	30 Comme	Nbr of Spots	2	2	4	4000
11	M-F 7p News MTWTF..	01	2200	30 Comme	Nbr of Spots	1	1	2	4400
12	M-F 7a Today Show MTWTF..	01	2000	30 Comme	Nbr of Spots	2	2	4	8000
13	M-F 730p Entertainment Tonight MTWTF..	02	1850	30 Comme	Nbr of Spots	2	2	4	7400
14	Mon 9p ET / 8p CT Stars Earn Stripes M.....	02	4000	30 Comme	Nbr of Spots	1	1	2	8000
15	Sat 12p NewsS.	02	200	30 Comme	Nbr of Spots	1		1	200
16	Sat 6p NewsS.	02	900	30 Comme	Nbr of Spots	1		1	900
17	Sun 6p NewsS	02	1000	30 Comme	Nbr of Spots	1		1	1000
18	Sun 8a Today Show	02	700	30	Nbr of Spots	1		1	700
Weekly Totals: Total Spots(Ord Spots)					5	58	47	105	
Closed PR					5				

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 745 Issue 4



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 94550	Campaign Ref: E:120816132
Buyer: ..	Client/Product/Estimate: 95 / 01 / 1617	Sales Rep: HRP Washington, DC
Schedule Dates: 08/13/12 to 09/02/12	Weeks: 3	Order Ref: 06283048
Est./PO Number: 06283048	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	08/27	Total	Cost
19	M-Th, Su 430a NewsS	02	65	30 Comme	Nbr of Spots Closed PR	1		1	700
20	M-Th, Su 430a News TWTF...	02	65	30 Comme	Nbr of Spots Closed PR		1	1	65
21	Wed 8p ET / 7p CT Americas Got Talent ..W....	02	4000	30 Comme	Nbr of Spots		1	1	4000
22	Wed 9p ET / 8p CT Americas Got Talent ..W....	02	15000	30 Comme	Nbr of Spots		1	1	15000
23	M-F 4p Dr Oz ..WTF..	03	650	30 Comme	Nbr of Spots		2	2	1300
24	M-F 530a News ..WTF..	01	500	30 Comme	Nbr of Spots		1	1	500
Weekly Totals:									
Total Spots(Ord Spots)					5	58	47	105	
Closed PR					5			5	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
15	Sat 12p News	30 Commercial	08/13/12	Closed Pre Emption	200.00	No Makegood / Credit	0000000000	E:120816132
16	Sat 6p News	30 Commercial	08/13/12	Closed Pre Emption	900.00	No Makegood / Credit	0000000000	E:120816132

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
17	Sun 6p News	:30 Commercial	08/13/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120816132
18	Sun 8a Today Show	:30 Commercial	08/13/12	Closed Pre Emption	700.00	No Makegood / Credit	0000000000	E:120816132
19	M-Th, Su 430a News	:30 Commercial	08/13/12	Closed Pre Emption	65.00	No Makegood / Credit	0000000000	E:120816132

Grand Totals

		Month 8 Weeks: 4		Month 9 Weeks: 5	
		08/13	08/20	08/27	
Spots	Totals	105	0	58	47
Cost		94550	0	59140	35410

Grand Totals:

Spots:	105
Gross Total:	94,550.00
Commission:	14,182.50
Net Total:	80,367.50

REP HEADLINE# 6283048
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
AUG16/12 14.0
*** WFLA-TV ***

ALV # _____ ALV. NAME FOLI/B OBAMA/D/FRE/US REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 6283048 CLASS: NATL. _____ LOCAL _____ REGIONAL _____

PRDCT OBAMA 4 AMER *SKED C EST#1617 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG18/12 AUG31/12 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG16/12 14.04

REP: NEW ORDER
TTL \$94,550 @108X
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007
OBAMA FOR AMERICA

WHA: 415700

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1617
AGENCY PRODUCT CODE = 101

1 100P-200P 30 \$425.00 8/20 8/31 5 M-F 10

PROGRAM : DAYS OF OUR LIVES
CON COM1 : DAYS OF OUR LIVES

REP HEADLINE# 6283048
 *** CRITICAL REV#0 ***

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP

AUG16/12 14.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1000A-1100A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$200.00	8/20	8/31	5		M-F	10
3			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	8/20	8/31	5		M-F	10
4			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$650.00	8/20	8/31	5		M-F	10
5			430A-459A PROGRAM : NC 8 TODAY AT 430A CON COM1: NC 8 TODAY AT 430A	30		\$65.00	8/20	8/31	5		M-F	10
6			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	8/20	8/31	5		M-F	10
7			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$625.00	8/20	8/31	5		M-F	10
8			530P-600P PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	8/20	8/31	3		M-F	6
9			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,000.00	8/20	8/31	2		M-F	4
10			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	8/20	8/31	2		M-F	4

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			700P-730P PROGRAM : NEWS AT 7 CON COM1: NEWS AT 7	30		\$2,200.00	8/20	8/31	1		M-F	2
12			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$2,000.00	8/20	8/31	2		M-F	4
13			730P-800P PROGRAM : ENTERTAINMENT CON COM1: ENTERTAINMENT	30		\$1,850.00	8/20	8/31	2		M-F	4
14			900P-1000P PROGRAM : NINJA <i>SEAN EVAN SMITH</i> CON COM1: NINJA	30		\$4,000.00	8/20	8/27	1		MON	2
15			1200N-100P PROGRAM : NEWSCHANNEL 8 @ 12N CON COM1: NEWSCHANNEL 8 @ 12N	30		\$200.00	8/18	8/25	1		SAT	2
16			600P-630P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	30		\$900.00	8/18	8/25	1		SAT	2
17			600P-630P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	30		\$1,000.00	8/19	8/26	1		SUN	2
18			800A-900A PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY	30		\$700.00	8/19	8/26	1		SUN	2
19			900P-1100P PROGRAM : AMERICAS TALENT CON COM1: AMERICAS TALENT	30		\$4,500.00	8/19	8/26	2		SUN	4

REP HEADLINE# 6283048
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 AUG16/12 14.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AUG/12	50075.00	SEP/12	35475.00									

CONTRACT TOTAL 94550.00
 TOTAL SPOTS 108

MARKET TOTALS \$525,277 WFLA 18% WFTS 21% WTSP 27% WTVT 26% WTOG 2% WTTA 2% WMOR 1%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- JUL/PJ
 DEMOS- KTC*

REP HEADLINE# 6283048
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
CHANGES
AUG16/12 15.3
*** WFLA-TV ***

ADV #	ADV. NAME	POLI/B	OBAMA/C/PRE/US	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	GREER, MARGOLIS, MITCHELL		BUYER NAME	KATIE KEULEMAN	

3050 K ST NW,	SALES PRSN	WA- MEGHAN MCGARR (H)
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WASHINGTON, DC 20007

ORDER #	CONTRACT # 6283048	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT OBAMA 4 AMER *SKED C EST#1617 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG18/12 AUG31/12 WK-2

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG16/12	15.35
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REP: UPDATED ACCURATE SHARES
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007
OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

AGENCY ADVERTISER CODE = 95
AGENCY PRODUCT CODE = 101
AGENCY EST# = 1617

NO BUYS TO PRINT

AUG/12 59075.00 SEP/12 35475.00

CONTRACT TOTAL 94550.00
TOTAL SPOTS 108

REP HEADLINE# 6283048
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 AUG16/12 15.3
 CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	:SPTS:

MARKET TOTALS \$402,900 WFLA 23% WFTS 18% WTSP 23% WTVT 27% WTOG 1% WTTA 4% WMOR 2%
 WMOX 0% WXPX 0% WWSB 2% CABL 0%

SHARES ACCURATE
 SVC- NSI BOOKS- JUL/PJ
 DEMOS- RLG*
 MOD CODE A-AUD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 732 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601
PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 76550	Campaign Ref: E:120816132
Buyer: ..	Client/Product/Estimate: 95 / 101 / 1617	Sales Rep: HRP Washington, DC
Schedule Dates: 08/13/12 to 09/02/12	Weeks: 3	Order Ref: 06283048
Est./PO Number: 06283048	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama 4 Amer *Sked C	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	08/27	Total	Cost
1	M-F 1p Days Of Our Lives MTWTF..	03	425	30 Comme	Nbr of Spots	5	5	10	4250
2	M-F 11a Daytime MTWTF..	02	200	30 Comme	Nbr of Spots	5	5	10	2000
3	M-F 2p Rachael Ray MTWTF..	03	250	30 Comme	Nbr of Spots	5	5	10	2500
4	M-F 4p Dr Oz MTWTF..	03	650	30 Comme	Nbr of Spots	5	5	10	6500
5	M-Th, Su 430a News MTWTF..	02	65	30 Comme	Nbr of Spots	5	5	10	650
6	M-F 5a News MTWTF..	01	300	30 Comme	Nbr of Spots	5	5	10	3000
7	M-F 530a News MTWTF..	01	625	30 Comme	Nbr of Spots	5	5	10	6250
8	M-F 530p News MTWTF..	03	1000	30 Comme	Nbr of Spots	3	3	6	6000
9	M-F 6p News	02	2000	30 Comme	Nbr of Spots	2	2	4	8000
Weekly Totals: Total Spots(Ord Spots)					4	52	48	104	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 732 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	76550	Campaign Ref:	E:120816132
Buyer:		Client/Product/Estimate:	95 /101 /1617	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 09/02/12	Weeks:	3	Order Ref:	06283048
Est/PO Number:	06283048	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	08/27	Total	Cost
10	M-F 6a News MTWTF..	02	1000	30 Comme		2	2	4	4000
11	M-F 7p News MTWTF..	01	2200	30 Comme		1	1	2	4400
12	M-F 7a Today Show MTWTF..	01	2000	30 Comme		2	2	4	8000
13	M-F 730p Entertainment Tonight MTWTF..	02	1850	30 Comme		2	2	4	7400
14	Mon 9p ET / 8p CT Stars Eam Stripes M.....	02	4000	30 Comme		1	1	2	8000
15	Sat 12p NewsS.	02	200	30 Comme		1		2	400
16	Sat 6p NewsS.	02	900	30 Comme		1		2	1800
17	Sun 6p NewsS.	02	1000	30 Comme		1		2	2000
18	Sun 8a Today ShowS.	02	700	30 Comme		1		2	1400
Weekly Totals: (Total Spots(Ord Spots))					4	52	48	104	

Grand Totals

		Month 8 Weeks: 4		Month 9 Weeks: 5	
		08/13	08/20	08/27	
Spots	Totals	104	4	52	48
Cost		76550	2800	38275	35475

Grand Totals:

Spots:	104
Gross Total:	76,550.00
Commission:	11,482.50
Net Total:	65,067.50